

SECTION 6

SIGN REGULATIONS

6-A DEFINITIONS

- (1) **ACCESSORY SIGN** - Any sign that advertises, identifies the person occupying the premises on which the sign is erected or maintained or the business transacted thereon, or advertises the property itself or any part thereof as for sale or rent but contains no other matter.
- (2) **NON-ACCESSORY SIGN** - Any sign not an accessory sign.
- (3) **OUTDOOR ADVERTISING BOARD** - The Outdoor Advertising Board of the Commonwealth of Massachusetts or any board or official which may hereafter succeed to its powers or functions.
- (4) **PERSON** - An individual, corporation, society, association, partnership, trust or other entity, public or private.
- (5) **SIGN** - Any privately owned permanent or temporary device, billboard, placard, painting, drawing, poster, letter, word, banner, pennant, insignia, trade flag or representation used as, or which is in the nature of an advertisement, announcement or direction which is on a public way or on private property within public view of a public way, public park or reservation.
- (6) **STANDING SIGN** - Any accessory sign that is not attached to a building.
- (7) **SIGN, AREA OF**
 - (a) The area of a sign shall be considered to include all lettering, wording and accompanying designs and symbols, together with the background on which they are displayed, any frame around the sign, and any "cutouts" or extensions, but shall not include any supporting structures or bracing.
 - (b) The area of a sign consisting of individual letters or symbols attached to or painted on a surface, building, wall, or window shall be considered to be that of the smallest quadrangle or triangle which encompasses all of the letters and symbols.
 - (c) The area of a sign consisting of a three-dimensional object shall be considered to be the area of the largest vertical cross-section of that object.
 - (d) In computing the area of signs, both sides of V-shaped signs, but only one side of back-to-back signs, shall be counted.
- (8) **TEMPORARY SIGN** - Any sign, including its supporting structure, intended to be maintained for a continuous period of not more than sixty (60) days.

6-B GENERAL REQUIREMENTS

- (1) **Movement**

In all districts no exterior or interior sign readily visible from the exterior of the building shall be illuminated by other than a steady light, with no flashing or interruption, nor shall any sign be rotated, oscillated, or designed to turn or flutter by wind power, or shall in any way be other than stationary, except such portions of a sign as consisting solely of indicators of time and/or temperature except for excavating signs.
- (2) **Illumination**

No sign shall be illuminated between the hours of 10:00pm and 6:00am, unless in the case of an accessory sign, the premises on which it is located are open for business. Signs may be illuminated only by the following means:

 - (a) by a white, steady, stationary light of reasonable intensity shielded and directed solely at the sign;
 - (b) by interior, non-exposed lights of reasonable intensity.
- (3) **Color**

No sign shall contain colored lights except for temporary warning signs for the safety of the public.
- (4) **Height**

In all districts, no exterior sign shall have a height greater than the highest point on the roof of the main building to which it pertains (whether or not attached thereto) or greater than twenty-five (25) feet above the mean grade of the principal frontage street, whichever is highest.

6-C WINDOW SIGNS

Signs painted or placed on the inside of the glass of a window shall not exceed 30% coverage.

6-D TEMPORARY SIGNS

Temporary signs which comply with this by-law shall be permitted. Before a temporary sign (other than a temporary sign placed in a window), shall be erected, there shall be deposited with the Building Inspector, a sum as set forth in the Inspection Fee Schedule in cash for each sign. The deposit shall be refunded only upon the removal of the sign by the owner or his agent. Temporary signs which do not comply with this by-law may be authorized by the Building Inspector for public or charitable purposes.

6-E ACCESSORY SIGNS IN RESIDENTIAL DISTRICTS

In an area in a residential district, the following accessory signs are permitted:

- (1) One sign displaying the street number and/or name of the occupant of the premises not exceeding four (4) square feet in area. Such sign may include identification of an accessory professional office or other accessory use permitted in a residence district.
- (2) Signs pertaining to the lease, sale or use of a lot or building, provided that such signs do not exceed a total area of ten (10) square feet.
- (3) One bulletin or announcement board, identification sign, or entrance marker for each public entrance to the premises upon which a church, synagogue or other institution is located, not exceeding ten (10) square feet in area, provided that there shall be not more than three (3) such signs for each church, synagogue or other institution.

6-F ACCESSORY SIGNS IN NON-RESIDENTIAL DISTRICTS

- (1) In the CBD or B districts, signs permitted under Section 6-D and Section 6-E and the following accessory signs are permitted:
 - (a) One sign on each exterior wall of an establishment, if such wall faces a public way or contains a public entrance. Any such sign must be either flat against the wall or perpendicular to it. If attached flat against the wall, the sign shall not extend beyond the building lines, and the area of the sign may not exceed the lesser of:
 - (i) ten percent (10%) of the wall area of such
 - (ii) thirty (30) square feet or, if perpendicular to the building, the sign shall not project more than four (4) feet from the building nor exceed five (5) square feet in area. Such sign shall pertain only to name, slogan, motto, trademark of nature of business in generic terms. Roof ups and V-shaped signs are not permitted.
 - (b) One directory sign of the establishments occupying a building at each public entrance to the building. Such directory shall not exceed an area determined on the basis of one (1) square foot for each establishment occupying the building.
 - (c) The Building Inspector may permit the erection of a standing sign if the Building Inspector finds that the sign complies with Section 6-B and with the purposes of this bylaw. If such permission is granted, the Building Inspector shall impose such terms and conditions as he shall deem necessary to promote the purposes of this by-law; provided, however, that no such sign shall exceed forty (40) square feet in area or be located within one hundred (100) feet of an existing residential district zoning boundary line, or within fifty (50) feet of a non-residential commercial building or commercial property boundary line, or within ten (10) feet of the paved portion of the street which provides access for the property on which the sign is to be located.
- (2) In the LM, HB and IND districts, signs permitted under Section 6-D and 6-E and the following accessory signs are permitted.
 - (a) Accessory signs attached to walls in the HB and IND districts shall be permitted to be 10 percent of the wall area to which they are attached but not more than 100 square feet, except if the sign is located along US Route 1 where 150 square feet shall be allowed.
 - (b) Directory signs shall be determined on the basis of two (2) square feet for each establishment.

- (c) Standing signs shall be permitted to 100 square feet, except if located along US Route 1 where 150 square feet shall be allowed.
- (d) The bottom of the frame of standing signs shall not be less than eight (8) feet from ground level.
- (e) If a sign is illuminated, it shall be internally illuminated by a steady light.
- (f) As part of site plan review, the Planning Board may determine that an alternative exterior lighting plan is consistent with the materials used for the sign and the associated lighting plan is not detrimental to abutting uses.
- (g) A ground sign, defined as a standing sign attached to the ground along the base of the sign, may be substituted for a standing sign in the LM, HB and IND Districts, if it meets the setback and lighting requirements of a standing sign, and further that at no point does the sign exceed five feet in height.

6-G NON-CONFORMING ACCESSORY SIGNS

Accessory signs legally erected before the adoption of this by-law which do not conform to the provisions of this by-law may continue to be maintained without a permit, provided, however, that no such sign shall be permitted if, after the adoption of this by-law, it is enlarged, reworded, redesigned, or altered in any substantial way, except to conform to the requirements of this by-law, and provided, further, that any such sign which has deteriorated to such an extent that the cost of restoration would exceed thirty-five percent (35%) of the replacement cost of the sign at the time of the restoration shall not be repaired or rebuilt or altered except to conform to the requirements of this by-law. Any exemption provided in this section shall terminate with respect to any sign which:

- (1) shall have been abandoned;
- (2) advertises or calls attention to any products, businesses, or activities which are no longer sold or carried on, whether generally or at the particular premises; or
- (3) shall not have been repaired or properly maintained within thirty (30) days after notice to that effect has been given by the Building Inspector.

6-H NON-ACCESSORY SIGNS

- (1) The erection or maintenance of non-accessory signs is not permitted, except as provided in subsection 2 of this section, and applicable sections of this by-law.
- (2) The Building Inspector may permit the erection of a non-accessory sign not exceeding twelve (12) square feet in area provided that:
 - (a) the sole purpose of the sign is to inform the public of the location of a premises, the location of which could not be readily determined by the general public;
 - (b) the signs are located and designed so as not pose a hazard to traffic and so as to conform with the aesthetic nature of the general locus of the proposed sign.
- (3) All non-accessory signs which were lawfully in existence prior to the date of adoption of this by-law are permitted provided, however, that no such sign shall be maintained if its use has been abandoned.

6-I PROHIBITED SIGNS

No sign shall be attached to a radio, television or water tower, or any other type of tower or smoke stack. No mobile or moveable sign on wheels or other devices, including "A-frame" or "Sandwich" signs, which permit relocation from one spot to another shall be permitted, except for temporary warning signs for the safety of the public. All signs not otherwise permitted by this section are hereby prohibited.

6-J ADMINISTRATION AND ENFORCEMENT

The Building Inspector is authorized to order the repair or removal of any sign and its supporting structure which in his judgment is dangerous or in disrepair or which is erected or maintained contrary to this by-law. Whenever a Building Inspector is appointed, the Board of Selectmen shall send his name and address to the Outdoor Advertising Board. No sign shall be erected, altered or enlarged until a permit has been issued by the Building Inspector. Such permit shall be issued only if the sign complies or will comply with all applicable provisions of this by-law.